

NSLC HOME DELIVERY OVERVIEW

FEBRUARY 2022



AGENDA

- WHY HOME DELIVERY
- GO-TO-MARKET PLAN
- WHAT TO EXPECT AT LAUNCH
- WHAT ABOUT CANNABIS AND THE PORT
- WHEN MORE NOVA SCOTIANS CAN ACCESS HOME DELIVERY

WHY HOME DELIVERY

RESPONSIBLY MEET EVOLVING CUSTOMER EXPECTATIONS



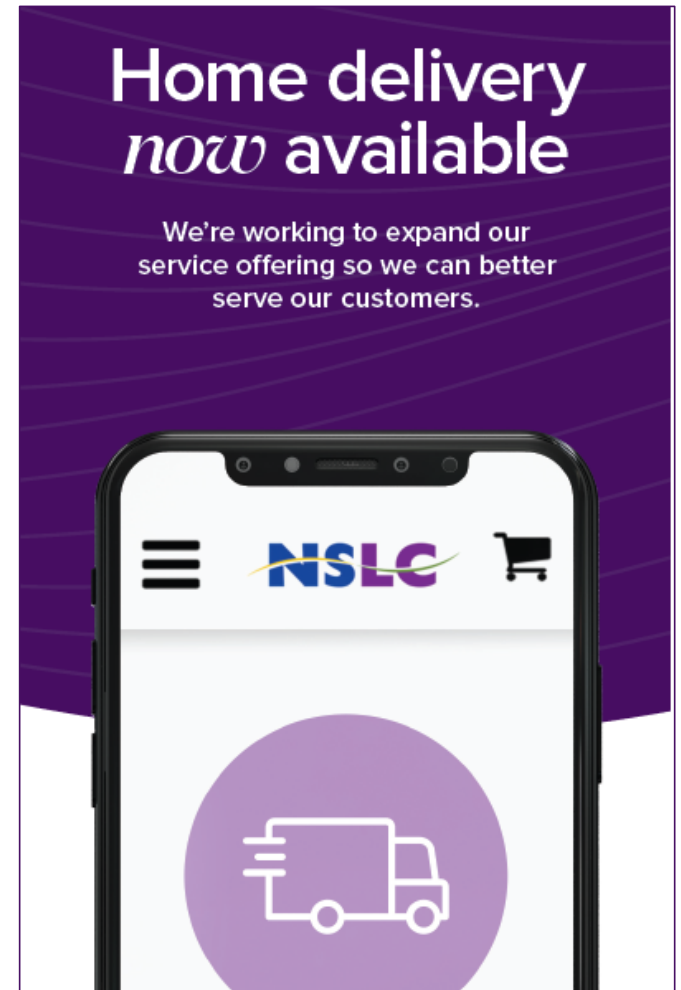
More products for Nova Scotians to shop



Browse or buy when and how they want



Get products without leaving their home



WHAT OUR CUSTOMERS HAVE TOLD US



3 of 10 customers (34%)
would likely use home delivery



5 of 10 customers (47%) are
definitely/probably interested in
using home delivery for gifting



Customers are equally
comfortable with text or email
notifications

WHAT WE WANT TO ACHIEVE



Set standard for responsible controlled substance delivery



Improve online shopping experience



Test and evaluate home delivery service



Extend NSLC best-in-class customer experience

MEASUREMENT AND REPORTING



TEAM & CUSTOMER FEEDBACK

- myNSLC.com Survey
- Delivery Survey
- UX Study
- Fulfilment Store Surveys
- Customer Service Support
- Delivery Partner Feedback



SOCIAL & WEBSITE

- Awareness
- Engagement
- Search Trends
- Unique Visits
- Abandoned carts



DELIVERY SERVICE LEVELS

- Delivery Attempts
- Delivery Refusal Incidents
- Service Level Reporting



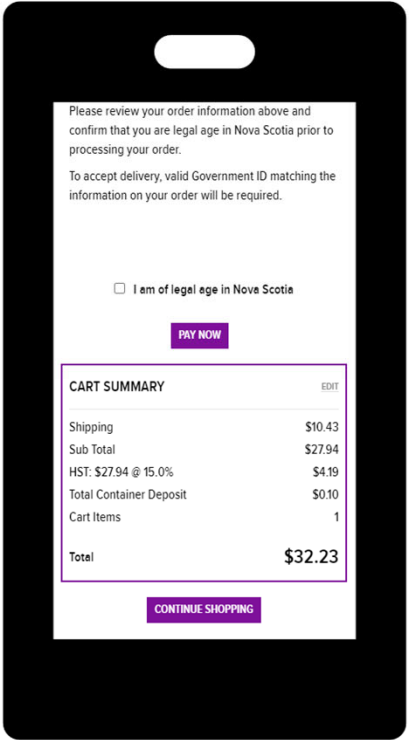
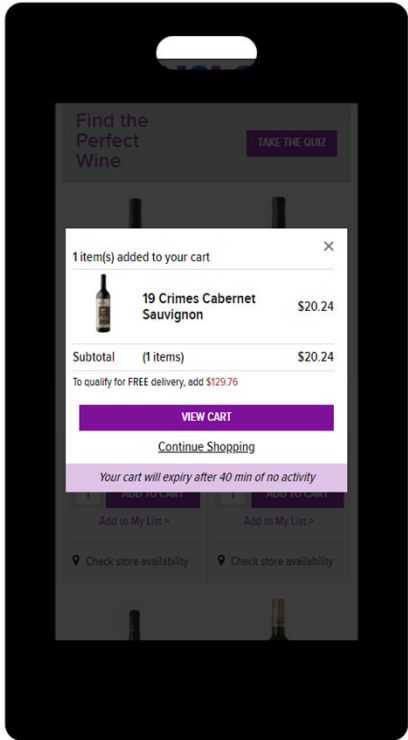
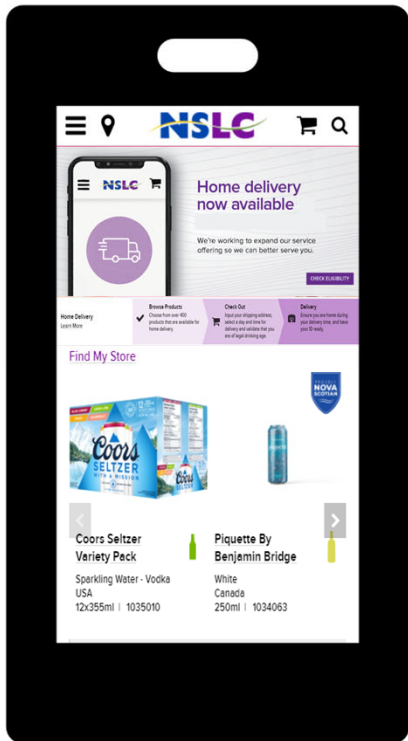
SALES REPORTS

- Customer Profile
- Average Basket
- Repeat Purchases
- Product Ranking





HOW DO CUSTOMERS ORDER ONLINE?

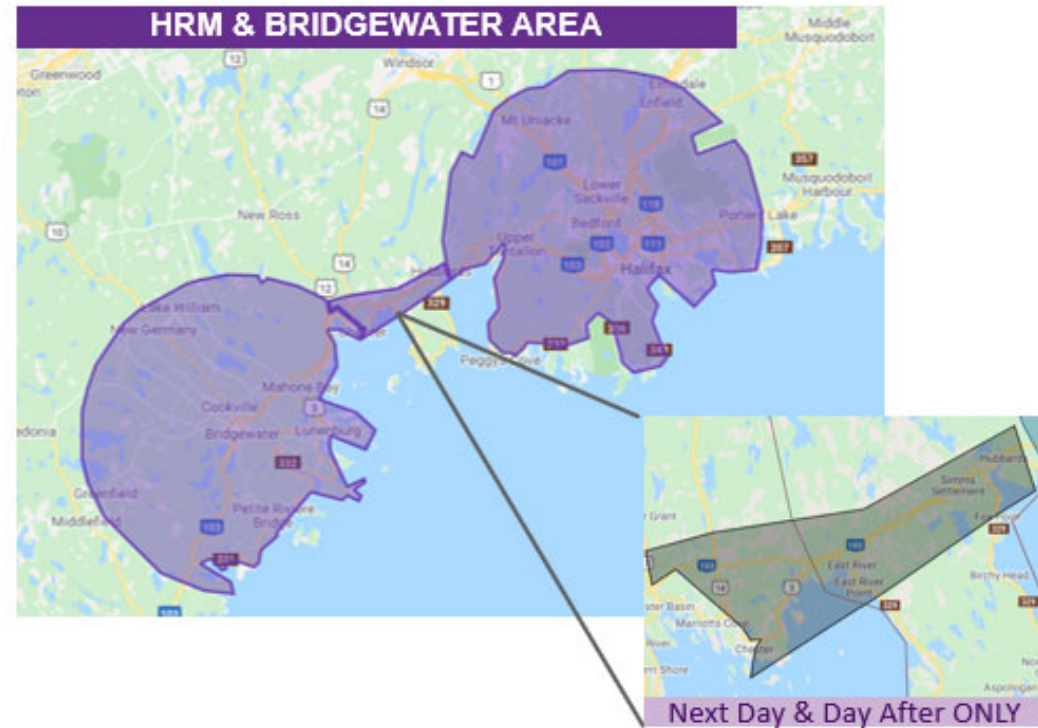
myNSLC.com

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WHERE WILL WE BE DELIVERING?

-  Delivery addresses in the purple areas qualify for home delivery
-  Delivery is \$12 or free on orders over \$150
-  Fulfillment stores at Mill Cove (2193) and Bridgewater (2505)
-  Select a delivery window (Three Day View)
 - Same Day:** 12pm-4pm | 4pm-8pm
 - Next Day:** 10am-2pm* | 12pm-4pm | 4pm-8pm
 - Day After:** 10am-2pm* | 12pm-4pm | 4pm-8pm



*Monday-Saturday only

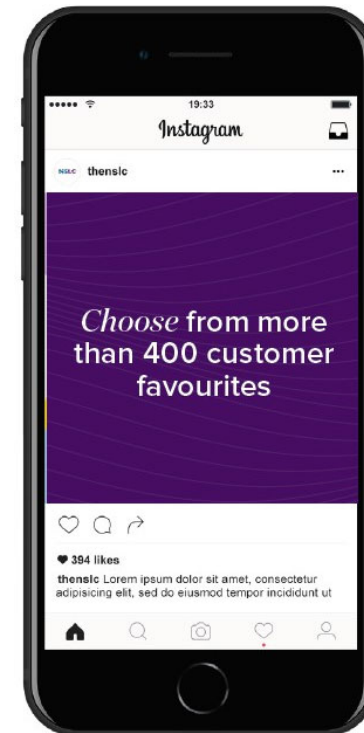
WHAT PRODUCTS CAN BE SHOPPED AT LAUNCH?

 **BEER** | 145 (34 local)  **WINE** | 122 (25 local)

 **SPIRITS** | 99 (7 local)  **RTD** | 77 (21 local)

SELECTION CRITERIA:

1. Sales trends
2. Industry trends: RTD growth | Local | Better for you
3. Delivery friendly format: Cans vs bottles | Plastic vs glass
4. Subcategory representation

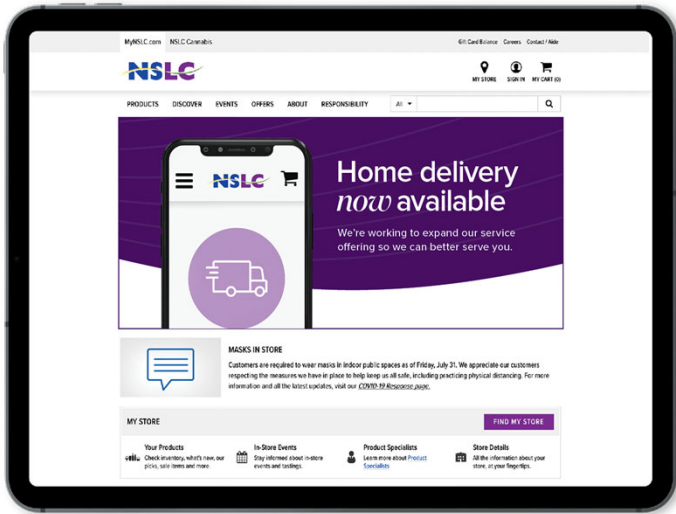


HOW WILL THE SERVICE BE PROMOTED AT LAUNCH?

SOFT LAUNCH

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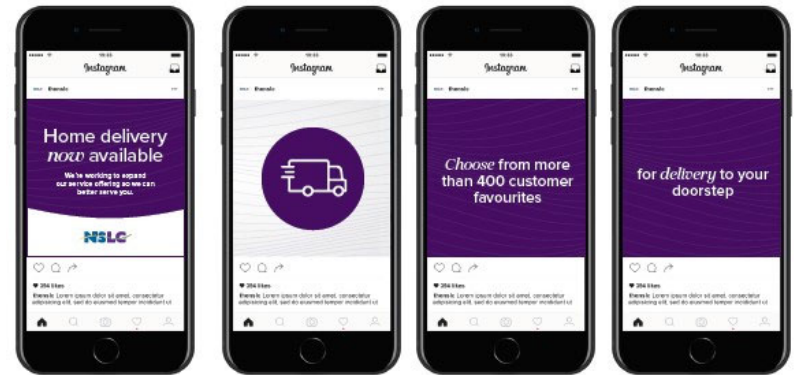
PROMOTE TO NSLC TEAM & CUSTOMER PANEL






CAMPAIGN LAUNCH

MARCH 21

BUILD AWARENESS & DRIVE USAGE IN SERVICE AREAS






WHO IS DELIVERING THE PRODUCTS?

-  Family-owned Nova Scotia based businesses
-  Experience in the delivery of controlled substances
-  Wide reach across the province of Nova Scotia



WHAT IS THE DELIVERY EXPERIENCE?

-  Customer must show valid ID and sign for package
-  Delivery denied if customer is impaired
-  A total of 3 delivery attempts will be made

EXTRA DELIVERY ATTEMPTS:

- No charge for extra attempts
- Delivery attempt notice will be left on door
- Product stored with MBW until next delivery
- Packages returned to store after final failed attempt
- Customer charged delivery fee if product returned to store



Sorry we missed *you*

FIRST ATTEMPT SECOND ATTEMPT


Date: _____ Time: __/__/__

WE WILL ATTEMPT DELIVERY AGAIN

Date: _____

10AM-2PM 12PM-4PM

4PM-8PM

FINAL ATTEMPT UNSUCCESSFUL 

Date: _____ Time: __/__/__

NSLC

PLEASE HAVE YOUR ID READY

HOW WILL NSLC AND DRIVERS BE TRAINED?

ALL NSLC TEAM MEMBERS

- Online training

NSLC FULFILLMENT SITES

- Retail operations and training guide
- Webinar
- Onsite staging and testing

DRIVERS

- Social responsibility training



**Home delivery
now available**

We're working to expand our service offering to better serve our customers.

We are taking the time to implement this service carefully and responsibly through a phased approach. We intend to make home delivery available to all *Noxa Scotians*.

QUICK FACTS

- Responsibility is our top priority with this service.
- Customers will need to show valid ID and no deliveries will be made to impaired customers. Responsible sales training will be mandatory for all delivery drivers.
- More than 400 customer favourites, including local products, are available for home delivery.
- Delivery is free on orders over \$150, otherwise a \$12 fee applies.
- Orders will be delivered by MBW/Micco, with a same-day delivery option in select areas.
- All information for customers is available at myNSLC.com/Delivery.




For more information, visit the Home Delivery Hub on Swizzle.

The promotional graphic has a purple background with white text and a white smartphone in the center. The smartphone screen shows the NSLC app interface with a shopping cart icon and a truck icon. The text is arranged in a clean, modern layout with a mix of bold and regular weights.

WHAT HAPPENS TO OTHER DELIVERY SERVICES?






CANNABIS

-  Currently shoppable online with home delivery
-  Canada Post delivers to customer's home with pick-up at post office if customer not home
-  Continuing with service as is for now



THE PORT

-  Customer places order by phone or email
-  Port-Exclusive & Port-Core product assortments
-  Orders picked up at customer's NSLC store of choice

WHAT ABOUT OTHER ALCOHOL SELLERS?



LOCAL SUPPLIERS



LICENSEES



PRIVATE WINES STORES



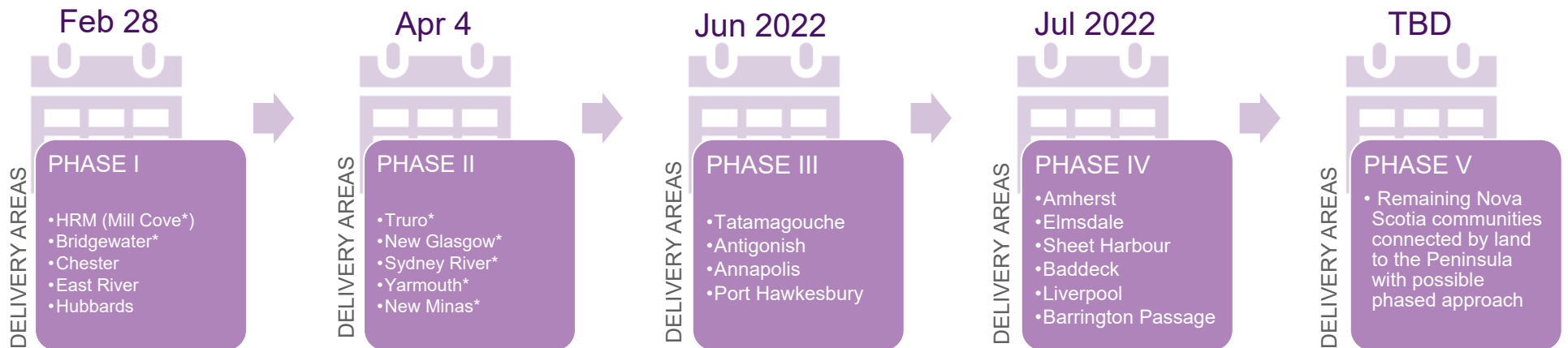
NSLC AGENCY STORES

CONTINUED DELIVERY OF ALCOHOL TO CUSTOMERS' HOME

NO DELIVERY AT THIS TIME

WHEN WILL OTHER DELIVERY AREAS BE ADDED?

TENTATIVE PROPOSED SCHEDULE



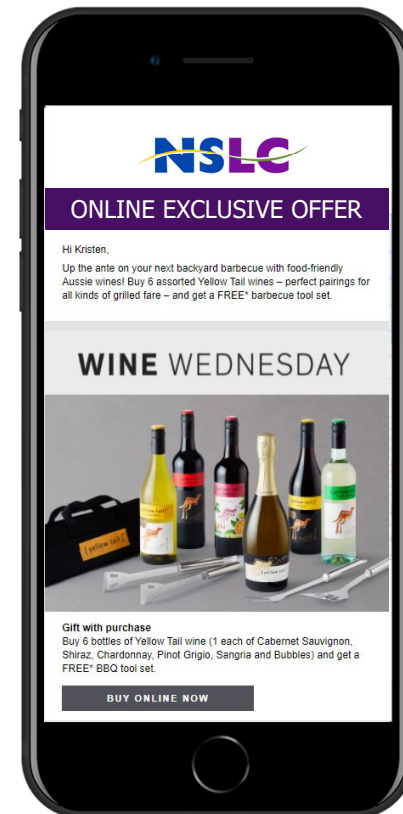
REPRESENTS 98.68% of LDA NOVA SCOTIANS

*Fulfillment Site

POTENTIAL FUTURE OPPORTUNITIES

TEST, LEARN AND GROW CHANNEL TOGETHER

- Expanded assortment
- Curated boxes
- Online-exclusive launches & offers
- Targeted NSLC emails
- Direct mail
- Automated emails (survey, product review prompts)



GOT A QUESTION?

Visit myNSLC.com/Delivery

NSLC TEAM MEMBER



Contact your Manager



Visit the Home Delivery Swizzle Hub

<https://myNSLC.sharepoint.com/sites/HomeDelivery/>

NSLC AGENCY STORE



Contact Karen Skerry Karen.Skerry@myNSLC.com



Visit myNSLC.com/About-NSLC/Shop-With-Us/Agency-Stores

ALCOHOL OR CANNABIS SUPPLIER



Contact your Category Team



Visit myNSLC.com/Trade-MyNSLC

LICENSEE OR PWSS



Contact Jib Nasrallah Jib.Nasrallah@myNSLC.com



Visit myNSLC.com/About-NSLC/Doing-Business-With-Us/Licensee-Information



THANK YOU FOR YOUR TIME!